



WCPO

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ORDER

Print Date 08/06/12

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Flight Dates 08/04/12-08/10/12

Contract / Revision 306913 /

Original Date / Revision
08/03/12 08/03/12

Advertiser RNC-Romney / Republican /

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. RNC-Romney 08.04-08.

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 15

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	13	\$22,142.50	\$26,050.00	0.00
Totals	13	\$22,142.50	\$26,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/10/12	13	\$22,142.50	\$26,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/04/12	08/10/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	1:00	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----		0				\$0.00		0.00			
		Week: 08/06/12	08/12/12	-T--F--		2				\$1,200.00		0.00			
N 2	WCPO	08/04/12	08/10/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----		0				\$0.00		0.00			
		Week: 08/06/12	08/12/12	MT-----		2				\$1,500.00		0.00			
N 3	WCPO	08/04/12	08/10/12	M-F 6-630p News	CM	558-630p	--WTF--	1:00	3	\$1,750.00	P-3	0.00	NM	3	\$5,250.00



WCPO

Print Date: 08/06/12

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wcpo.com
kypost.comContract / Revision **306913** Flight Dates **08/04/12-08/10/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **Candidate. RNC-Romney 0** Estimate # **15**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----		0				\$0.00		0.00			
		Week: 08/06/12	08/12/12	-- WTF--		3				\$1,750.00		0.00			
N 4	WCPO	08/04/12	08/10/12	M-F 7-730p	CM	M-F 7-730p	MTWTF--	1:00	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----		0				\$0.00		0.00			
		Week: 08/06/12	08/12/12	- T- T--		2				\$3,200.00		0.00			
N 5	WCPO	08/04/12	08/10/12	M-F 730-8p	CM	M-F 730-8p	MTWTF--	1:00	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----		0				\$0.00		0.00			
		Week: 08/06/12	08/12/12	- T- T--		2				\$3,200.00		0.00			
N 6	WCPO	08/04/12	08/04/12	SA 6-7p News	CM	558-7p	-----S-	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
SA 6-7p News (5:58 PM-6:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1				\$1,200.00		0.00			
N 7	WCPO	08/05/12	08/05/12	SU 6-7p News	CM	558-7p	-----S	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
SU 6-7p News (5:58 PM-6:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$1,400.00		0.00			
													Totals	13	\$26,050.00